

ORDER



WKYC

Orders	Order / Rev:	<u>710014</u>	
	Alt Order #:	06298459	
	Product Desc:	RENACCI FOR CONGRESS	
	Estimate:	3089	
	Flight Dates:	08/29/12 - 09/05/12	
	Original Date / Rev:	09/24/12 / 09/24/12	
	Order Type:	Political	
			WKYC
			Joe Knauer
			T-WAS
			NAT
Agency	Name:	<u>American Media & Advocacy Grp/ POI</u>	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		815 Slaters Lane	EOM/EOC
		Alexandria, VA 22314	Agency Commission:
			15%
Advertiser	Name:	<u>Jim Renacci for Congress</u>	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-US House Representative	Order Separation:
	Priority:	P-2	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/05/12	28	\$37,575.00	\$31,938.75	September 2012	28	\$37,575.00	\$31,938.75	0.00
					Totals	28	\$37,575.00	\$31,938.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer	North America	North America	Start Of Order - End Of Order	100%

Joe Knauer Start Of Order - End Of Order 100%

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CH3 NEWS SUNRS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	---T---		1		\$700.00									
18	WKYC	08/30/12	08/30/12	M-F 5-6p	Dr. Phil	CM	5p-6p		---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
DR. PHIL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	---T---		1		\$750.00									
19	WKYC	08/30/12	08/30/12	M-F 7-730p	Channel 3 News at 7P	CM	7-730p		---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$3,150.00
CH 3 NWS AT 7<																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	---T---		1		\$1,200.00									
Spot	Ch	Date Range	Description			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	08/27/12-09/02/12	M-F 7-730p			7-730p			---Th-----	:30							
See MG 19.2 [Prgm Change]																	
2	NKYC	09/05/12-09/05/12	NFL Regular Season Football	NFL Football					--W-----	:30		\$3,150.00	0.00	NM			
MG for 20.1,7.1,19.1 nfl late run																	
20	WKYC	08/30/12	08/30/12	M-F 730-8p	Entertainment Tonight	CM	730-8p		---T---	:30	1	\$1,200.00	P-2	0.00	NM	0	\$0.00
ENT TONIGHT 30<																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	---T---		1		\$1,200.00									
Spot	Ch	Date Range	Description			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	08/27/12-09/02/12	M-F 730-8p			730-8p			---Th-----	:30							
See MG 19.2 [Prgm Change]																	
21	WKYC	08/30/12	08/30/12	Browns Football-NFL Ne	CM	Browns Football			---T---	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
Browns Football - NFL Net																	
NFLP: CLE VS CHI																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	---T---		1		\$7,500.00									
22	WKYC	09/04/12	09/04/12	M-F 430a-5a	430a News	CM	430a-5a		-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/03/12	09/09/12	-T-----		1		\$175.00									
23	WKYC	09/04/12	09/04/12	M-F 5-6a	Channel 3 News @ 5AM	CM	5a-6a		-T-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
CH3 NEWS SUNRS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/03/12	09/09/12	-T-----		1		\$700.00									
24	WKYC	09/04/12	09/04/12	M-F 7-730p	Channel 3 News at 7P	CM	7-730p		-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
CH 3 NWS AT 7<																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/03/12	09/09/12	-T-----		1		\$1,200.00									
25	WKYC	09/04/12	09/04/12	M-F 730-8p	Entertainment Tonight	CM	730-8p		-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/03/12	09/09/12	-T-----		1		\$1,200.00									
26	WKYC	08/29/12	08/29/12	M-F 430a-5a	430a News	CM	430a-5a		--W----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	--W----		1		\$175.00									
27	WKYC	08/29/12	08/29/12	M-F 5-6a	Channel 3 News @ 5AM	CM	5a-6a		--W----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00

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CH3 NEWS SUNRS																	
Start Date 08/27/12 End Date 09/02/12 Weekdays --W---- Spots/Week 1 Rate \$700.00 Rating 0.00																	
28	WKYC	08/29/12	08/29/12	M-F	7-730p	CM	7-730p		--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
Channel 3 News at 7P																	
CH 3 NWS AT 7< Start Date 08/27/12 End Date 09/02/12 Weekdays --W---- Spots/Week 1 Rate \$1,200.00 Rating 0.00																	
29	WKYC	08/29/12	08/29/12	M-F	730-8p	CM	730-8p		--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
Entertainment Tonight																	
Start Date 08/27/12 End Date 09/02/12 Weekdays --W---- Spots/Week 1 Rate \$1,200.00 Rating 0.00																	
															Totals		
															28 \$37,575.00		